

## Wendy White Discusses eDetailing with *Pharmaceutical Commerce*

Recently *Pharmaceutical Commerce* asked Wendy White for her thoughts regarding successful methods of connecting with top physicians via online channels. She spoke about the importance of eDetailing in this respect, noting that one challenge to overcome in online initiatives is that they “must respect physicians’ time constraints, delivering maximum learning in the shortest possible time, without skimping on quality of information.”

Wendy noted that eDetails are excellent solutions to this challenge. “One technique we’ve had great success with is a case-based approach. As long as you’re imparting new information, this is a very effective way to reach physicians because it simulates traditional methods of acquiring new medical knowledge. It’s an online version of grand rounds.”

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